CONSUMER TIME

SPRINGTIME IN JULY

NETWORK: NBC DATE: July 21, 1945

ORIGIN: WRC TIME: 12:15-12:30 PM - EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

5. MUSIC: OPENING...THEN FADE AND HOLD SOFTLY BEHIND

6. JOHN: (SLOWLY AND PEACEFULLY) Well...there you are.
It's the end of a beautiful midsummer day...
even cool this evening, for a change.
You're sitting on the steps of the back porch, smoking your pipe...and, yes, looking over that neat little plot of ground you call your Victory Garden...

7. MUSIC: UP A LITTLE FOR BREATH PAUSE FADE DOWN UNDER

8. JOHN: Oh...it's a job well done, all right. It was a good little garden. Still is, as a matter of fact!
All the beets and carrots you want...
Tomatoes...plenty of 'em, and a lot of them already canned, and neatly lined up on the pantry shelf.
Canned peas, too...and string beans.

9. MUSIC: UP AGAIN IN SLIGHT PAUSE...FADE OUT UNDER FAST

10. YOU: (DREAMING) They'll taste mighty good in the winter time.

11. WIFE: What did you say, dear?

12. YOU: Hmmm? Oh! Oh, I just said they'll taste good in the winter time...all those vegetables we canned.

13. WIFE: Are you proud of our job, Tony?

14. YOU: Proud? You bet I'm proud. I'll bet we canned more stuff than anybody in this neighborhood. And I'll bet we had a better all-around Victory Garden than anybody.

15. WIFE: Well, we should have...the way we worked on it. You worked hard, dear...every night after office.

16. YOU: (THE SIGH THAT ACCOMPANIES KNOCKING THE ASHES OUT OF THE PIPE) Ye-ep...it was a job all right...well...it's nice just to sit here and look back on it. Remember all the energy we had in the spring? Out buying seeds and fertilizer, and new-fangled garden tools.

17. WIFE: Yes, it's exciting, every spring. (PAUSE) Tony...

18. YOU: Hmmmm?

19. WIFE: I've been thinking something...

20. YOU: What, for instance?

21. WIFE: You'll probably just laugh...

22. YOU: Probably.

23. WIFE: But we keep talking about our Victory Garden as "a has been"... as though it's all finished.

24. YOU: Oh...no we don't. I know there's still a lot to do. I'm going to keep on weeding it...and goodness knows there are still plenty of beans out there to pick and tomatoes.

25. WIFE: That's not exactly what I mean...

26. YOU: Then what do you mean?

27. WIFE: Well, Tony...what I mean is...this is only July...July 21, to be exact. Actually, we have plenty of time to...well... to start a good part of our garden all over again!

28. YOU: (HORSE LAUGH) Are you kidding? Do you think I'm crazy? I've just been sitting here congratulating myself on a good job...thanking my stars I can sit here at last and relax.

29. WIFE: But Tony...

30. YOU: And you come forth with the brilliant idea that we should start all over from scratch...

31. WIFE: But dear...

32. YOU: (BUILDING) And plant another Victory Garden!

33. WIFE: But lots of people are doing it...

34. YOU: Then they're crazy. Good heavens...how patriotic do you want to be? There's such a thing as going too far.

35. WIFE: But it isn't only patriotism...it's practical. Don't you like fresh vegetables?

36. YOU: Sure, sure...but we've got fresh vegetables!

37. WIFE: Yes I know...but I mean we could have them all the way up to frost...and even beyond. And we could save our canned vegetables until much later in the winter.

38. YOU: Oh, very fine...very fine. But look honey, be practical! Here it is July. It's hot. The ground is dry. Nothing's going to come up...not unless we water each little seed and nurse it along like a baby.

39. WIFE: But that isn't necessary...really, Tony.

40. YOU: Oh...it's ridiculous! What a woman. Here it is midsummer... July...and you want to start out as though...(FADING)...it were spring.

41. MUSIC: UP IN CROSS FADE...HOLD FOR BRIDGE.

42. JOHN: Yes, you think it's pretty funny, all right. A good joke at the office. "Never guess what the little woman suggested now.. Wants to plant another Victory Garden now in July. Can you beat it," you say! And the boys at the office all stand around and they laugh too, because they've worked long hard hours in spring and summer, planting and harvesting. Even helped out with the canning, some of them. Oh, it's been a good job well done, all right. But it's done. And the figures will come out again saying it was another record year for Victory Gardens in the USA. More'n half the families in the country planted them. We've done our part...

43. MUSIC: IN TO FILL VERY SLIGHT BREATH PAUSE...HOLD BEHIND A LITTLE LOUDER.

44. JOHN: But how about it? You have done a good job...can you do a better one? The world needs this food. You are helping to grow it. When you grow more food...there is more food for the world. You should hear what the Director of Home Food Supply, Paul Stark, says about this subject.

45. MUSIC: OUT ABRUPTLY ON LAST WORD ACCENT PAUSE....VERY BRIEF

46. STARK: My name is Paul Stark.

~~I have recently been appointed by the President of the United States as Director of Home Food Supply. When~~ At the time of my appointment President Truman ~~announced my appointment,~~ made a statement on food. He said this. He said there is a vital need for maximum food production and conservation. He said that preservation of food this year is just as important as production. President Truman urged that Americans make a greater effort to increase the production of food in Victory Gardens, by planting more...and planting continuously!

47. MUSIC: UP STRONG AND DOWN

48. WIFE: But that does mean planting a midsummer Victory Garden, doesn't it, Mr. Stark?

49. STARK: Indeed it does. July is an important month. It's the last chance you have to plant your fall garden. ~~In most parts of the country,~~ In July, you can plant crops which can be grown and harvested up to the first cold weather.

50. WIFE: My husband says it'll be too much of a job. He says the thrill of planting a garden has gone, now that spring is over. I feel a little the same way, I guess.

51. STARK: Yes...but did you ever think of it this way? You get a good deal more for a lot less work, when you plant a fall garden.

52. WIFE: More...for less work?

53. STARK: Yes, you do really. Weeds, for one thing, are much less enthusiastic in late summer. They're easy to control.

54. WIFE: Yes, I guess that's true.

55. STARK: And insects...they're changing cycles in late summer you know...when they get out of the worm and grub stage. They're not nearly as destructive.

56. WIFE: I never thought of that.

57. STARK: Then remember you've done all the work of spading and preparing the ground. You've got your equipment. About all you have to do is work up the ground and plant.

58. WIFE: And it's true...we're really going to need this food...these extra vegetables?

59. STARK: You'll need them, all right. But they won't be "extra". You'll need every bit of food you preserve. I'll tell you frankly that the weather hasn't been so good this year, in many parts of the country. It's been pretty dry in some places...and in other areas some crops have been damaged by heavy rains.

60. WIFE: I see...

61. STARK: Then...it goes without saying...that military demands for canned fruits and vegetables are still increasing.

62. WIFE: Yes, I know that...

63. STARK: So you can see...that for your own sake, and for the sake of the country's food supply...you should plant a fall garden. And of course remember, can all you can!

64. MUSIC: BRIDGE...DOWN AND OUT FAST FOR...

65. JOHN: That was Paul Stark, Director of Home Food Supply.

INFINITISIMAL PAUSE

66. MUSIC: UNDER...BEGINNING ON FOLLOWING.

67. JOHN: Well, you say...there might be a couple of good reasons at that, for dragging yourself out to the old garden plot again, and hoeing another row or two. Maybe I won't have the battle royal I had with bugs and beetles and weeds, you say. This might be easier, all around. And you begin to wonder, first of all...

68. MUSIC: OUT ON LAST WORD

69. YOU: Wonder what I'll plant, anyhow...

70. WIFE: I have a few suggestions.

71. YOU: Oh, you have?

72. WIFE: Would you like to hear them?

73. YOU: I suppose you're going to say turnips.

74. WIFE: Well, you're a great one for turnip greens, you know. And turnips last well into fall.

75. YOU: Yes, and of course, I think kale and other greens are much better after the first frost.

76. WIFE: So do I...so we'll plant greens.

77. YOU: Then beets.

78. WIFE: I'll can some more of them, too!

79. YOU: And carrots...they grow fast...

80. WIFE: And we could plant Chinese cabbage, endive, Kohlrabi, winter radishes and ~~onions.~~ a few more spring radishes if you ~~want~~ them.

81. YOU: Hey...wait a minute! We have to stop somewhere.

82. WIFE: But they are all fast crops...and they're good until frost and even beyond!

83. YOU: Goodness knows our vegetables are better than any you can buy nowadays.

84. WIFE: And goodness knows, they're cheaper.

85. YOU: (WITH FINALITY) Boy, I'm sure glad I thought of it.

86. WIFE: Thought of what?

87. YOU: Thought of planting a fall garden. Know how I like to reason?

88. WIFE: (PATIENTLY) How, dear?

89. YOU: Oh...I like to say, well, if you like fresh garden vegetables in the summer, why wouldn't you like them just as well in the fall and early winter too?

90. WIFE: You know, it's funny, but I've been thinking...the very same thing myself.

91. MUSIC: BRIDGE

92. JOHN: And so you're in it up to your ears now. You're out there working away in the garden...and at first the neighbors ~~make fun of~~ watch you over the fence. Then they get envious, and first thing you know...they clear out a couple of rows themselves for a few new plantings. Of course...it isn't just a breeze... July's a dry month, most everywhere, and you find yourself involved in a lot of neighborly talk about how to make seeds grow best in dry weather...(FADE...NOT TOO MUCH)

SLIGHT PAUSE:

93. YOU: I can't see myself carrying a watering can back and forth every day, 20 or 30 times for these seeds.

94. NEIGHBOR: Oh, that's not necessary, Tony. Actually, seeds do better if you water 'em only once or twice a week. Unless it's been just too dry.

95. YOU: Well, look I've got problems. I have a bunch of beet seeds here... Shall I plant 'em just the way I did in spring?

96. NEIGHBOR: Well, here's how I do it...when the ground's dry like this. I dig a seed trench about an inch and a half deep, and give it a good soaking. Then I plant the seeds and cover with just a little dirt. And after that...to hold the moisture in, I put compost over them, or put a board over the top of the row.

97. YOU: But you have to remember to take the board off in a few days.

98. NEIGHBOR: You bet you do. But compost is even better...it holds the moisture in for a long time.

99. YOU: Well, that sure will save watering these seeds every day. I'll try it soaking the ground first...and putting compost over it.

100. MUSIC: BRIDGE...FADE DOWN

101. JOHN: Yes, you never thought you would still be planting your Victory Garden in July. But, as the winter draws on, you'll find you're pretty proud of yourself. You'll be proud to be eating fresh garden vegetables, when there's frost outside. And then there's that wonderful feeling when...

102. WIFE: Tony, you'll simply have to build some more shelves down in the cellar. We've canned so much, I just don't know where to put it all!

103. MUSIC: LIGHT BRIDGE

104. JOHN: Friends, here again, is Paul Stark.

105. STARK: There isn't much to say in conclusion of our Midsummer Victory Garden story.

There remain these simple facts.

It's important to grow more food.

It's important to preserve more food...to conserve every bit; to use it wisely.

The fruit crop will be short this year. The vegetable crop is not as good this year, because of the weather. And there won't be as many canned vegetables for civilians, because military requirements are heavier than ever.

Every extra tomato you grow...every jar of food you can... means not only more food for you...but it releases more food for the war effort; for people who have no opportunity to can for themselves.

When you grow and can this year's crop...you feed not only your own family...but you help to feed the nation!

106. MUSIC: BRIDGE

107. JOHN: Ladies and Gentlemen, that was Paul Stark... Director of Home Food Supply.

108. ANNCR: (MAKE THIS CONVERSATIONAL. DON'T PLUG IT) Just in case you haven't already a copy...and in case you're needing one, remember the big 40 page publication called "Growing Vegetables in Town and City" is yours free. And also the pamphlet entitled "Victory Garden Insect Guide", which tells how to get rid of bugs in the garden. Write to CONSUMER TIME, Washington 25, D. C. Both are yours free. That's CONSUMER TIME, Washington 25, D. C. Include your name address and the name of the station you're listening to.

109. MUSIC: BRIDGE

110. JOHN: Next week CONSUMER TIME will take you to South America. We're going to pick up a broadcast from Caracas, Venezuela, scene this year of the Third Pan-American Congress on Agriculture.

111. ANNCR: We'll hear from important figures in Agriculture all over South and Central America.

112. JOHN: And we'll learn a lot about what post-war agriculture in the Americas will mean...to all of us.

113. ANNCR: Be with us then...when we go all the way to Caracas, Venezuela on our South American edition of...

114. SOUND: CASH REGISTER

115. ANNCR: CONSUMER TIME!

116. SOUND: CASH REGISTER

117. JOHN: How your money buys a living in wartime!

118. SOUND: CASH REGISTER....CLOSE DRAWER.

119. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

120. MUSIC: THEME TO END

121. ANNCR: This is the National Broadcasting Company.